GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2631
ANSWERED ON:04.12.2007
SYNTHETIC VANILLA
Thomas Shri P.C.

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether synthetic Vanilla is being discouraged in the country;

(b) if so, the details and the reasons therefor; and

(c) the steps taken/proposed to be taken by the Government to help the Vanilla farmers?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH)

(a) to (c): Yes, Sir. Due to the price competitiveness, synthetic vanilla is sold at a very low price where as natural vanilla is very expensive. In order to help vanilla farmers and increase use of natural vanilla, Government is considering mandatory labeling of ice-cream which uses synthetic vanilla or artificial flavours. The Government is also considering a proposal for domestic promotion of natural Vanilla in Dairy Industry. Vanila farmers are also eligible for Vishesh Krishi Upaj Yojana when they export vanilla.